

Sample Press Release

Date

CONTACT

Insert ARF Coordinator Name, Address, Phone, E-Mail

<Your Organization> Participates in the *All Recreate on Fridays* Movement

<City>- <Your program> is excited to join the 13,000 youth that participated in the All Recreate on Friday's (ARF) Movement across Nebraska in the 2004 school year.

"**All Recreate on Fridays (ARF)** seeks to encourage physical activity and good nutrition habits among the Nebraska pre-school, elementary, and middle school-aged population to achieve and maintain a healthy weight and active lifestyle," said <ARF Coordinator>. "The ARF Movement was designed by the Physical Activity Component of the Cardiovascular Health Program at Nebraska Health and Human Services System to respond to school administrators, teachers, parents, health professionals and kids across the state who have shown great interest in low-cost, sustainable, physical activity programming to utilize within a variety of settings."

The primary goals of the ARF Movement are to:

- 1) Get kids moving and have FUN doing it
- 2) Educate youth to be active through a variety of movements- at any time and in any place
- 3) Create a physical and social environment that encourages and supports physical activity and healthy eating behaviors
- 4) Provide an array of creative ideas that will support existing programs/activities to accumulate activity time
- 5) Ultimately, prevent and reduce childhood obesity in Nebraska.

ARF encourages youth, families, schools, and communities to work together, utilizing any program or type of activity that *works best in their individual setting* to accumulate 60 minutes of activity at least one day a week.

Being involved with ARF will create opportunities to expose our youth to a variety of activities, to goal-setting, and to finding success with physical activity and healthy eating behaviors. The children are eligible to receive prizes throughout the year for participating in the activity of their choice and recording activity on Fridays. Most importantly, ARF aims to create an environment in which kids can find success and have fun being active.

<ARF Coordinator Name> agrees that many schools and families are already incorporating some activity in their lives, however, many youth are not meeting the guideline of 60-minutes of vigorous activity per day, as recommended by the National Association of Sport and Physical Education (NASPE). Evidence of this is that one in three Nebraska youth are either at-risk of becoming overweight or already overweight, according to preliminary results from the data Nebraska School Nurses collected in 2003. This trend is continuing and worsening throughout adulthood, as two in every three Nebraska adults are overweight or obese.

ARF will be kicked off throughout Nebraska on Friday, September 16, 2005. Activity times will be held on <Date and Time> at <Location>. If you would like more information on how to get involved, please contact: <Name and Title>, ARF Coordinator at <Phone>.